

Per record dollar value of personal information in global black markets

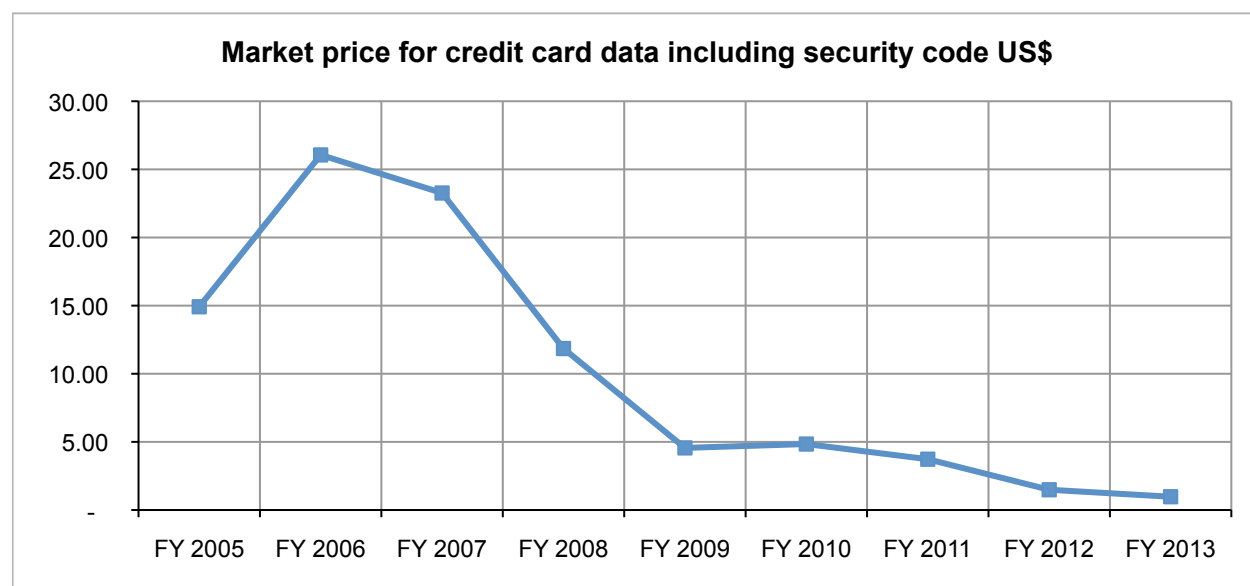
Prepared by Dr. Larry Ponemon

Source: Ponemon Institute Data Security Tracking Annual Studies 2005 to 2013

Credit card information

Year of study	Number of test cases examined	Average unit market price for credit card details plus security code* US\$
Feb-05	456	14.92
Jan-06	282	26.06
Feb-07	190	23.27
Mar-08	297	11.85
Feb-09	399	4.56
Feb-10	510	4.84
Mar-11	417	3.73
Feb-12	379	1.49
Mar-13	353	0.97

Dutch auction price



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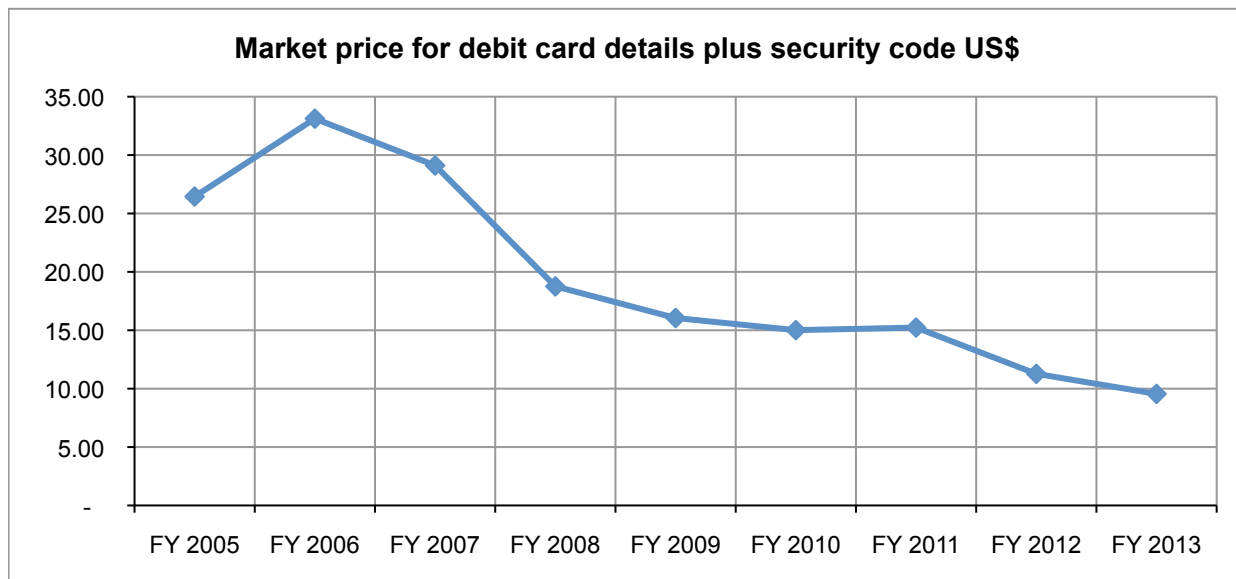
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Debit card information

Year of study	Number of test cases examined	Average unit market price for debit card details plus security code* US\$
Feb-05	113	26.45
Jan-06	110	33.12
Feb-07	98	29.11
Mar-08	99	18.76
Feb-09	103	16.05
Feb-10	114	15.01
Mar-11	103	15.23
Feb-12	106	11.27
Mar-13	123	9.55

Dutch auction price



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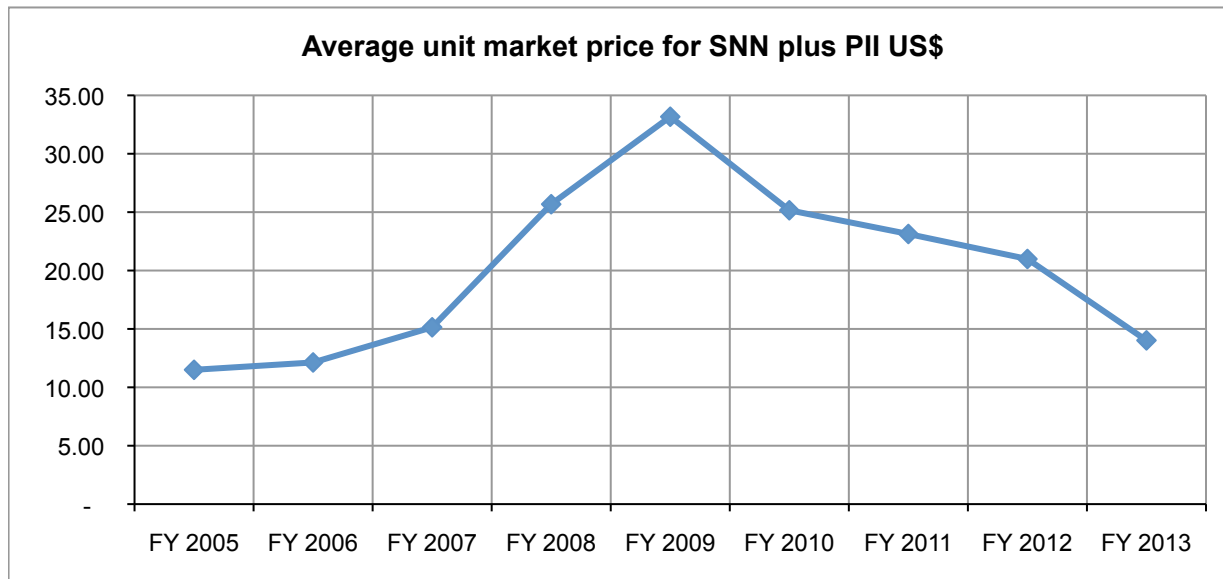
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SSN plus personally identifiable information

Year of study	Number of test cases examined	Average unit market price for SNN plus PII
Feb-05	162	11.50
Jan-06	143	12.13
Feb-07	119	15.14
Mar-08	125	25.68
Feb-09	156	33.17
Feb-10	109	25.16
Mar-11	115	23.13
Feb-12	163	20.99
Mar-13	145	14.02

Dutch auction price



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Patient medical record plus health insurance ID

Year of study	Number of test cases examined	Average unit market price for PHR and health insurance ID
Feb-05	NA	Note 1
Jan-06	NA	Note 1
Feb-07	43	27.81
Mar-08	27	28.01
Feb-09	63	33.09
Feb-10	52	45.17
Mar-11	46	59.16
Feb-12	51	50.17
Mar-13	60	47.62

Note 1: Data was not captured in the annual study
Dutch auction price

